

**HEREFORD ENTERPRISE ZONE
EXECUTIVE BOARD
30 APRIL 2013**

Present:	In attendance:
Bill Jackson (BJ) – Chair	Nick Webster (NW)
Neil Kerr (NK) – Vice Chair	Dorothy Coleman (DC)
Tracey Goodwin (TG)	
Geoff Hughes (GH)	
Mark Pearce (MP)	
Cllr Roger Phillips (RP)	

	ACTION
1. APOLOGIES FOR ABSENCE	
Keith Lawton.	
2. DECLARATIONS OF INTEREST	
As per Register of Members' Interests.	
3. MINUTES OF MEETING HELD ON 12 MARCH 2013	
Approved as a correct record.	
4. MATTERS ARISING NOT ELSEWHERE ON THE AGENDA	
<p><u>Minute 4i) Progress with LDO</u> GH reported that he and MP had met with Tim Harbot, Regional Director, Highways Agency. The Council was setting up a Joint Board to manage Herefordshire's transport package, and to consider any additional work needed to meet the requirements of the EZ. A list of highways interventions was to be drawn up for discussion and negotiation with the HA.</p> <p><u>Minute 5 – Delivery Plan</u> MP tabled the completed Zone Delivery Plan. He suggested that the Board have a detailed look at the Risk Register (Appendix VII) at a future meeting. It was noted that CLG had requested that EZ use the Delivery Plan process to frame up a list of requirements to take the Zones forward. He would therefore be taking the opportunity to work with the Chair to compile a list of priorities to be submitted separately.</p> <p><u>Minute 6 – Proposed Development Strategy for the Chapel Road areas of the Hereford Enterprise Zone</u> A successful meeting had been held with one of the Chapel Road tenants, and this would be followed by a letter to all the tenants to keep them apprised of the proposals.</p>	MP BJ

5. ISSUES FOR DISCUSSION/DECISION	
<p>a) Communications</p> <p>CLG was keen for all EZs to produce a Communications Strategy. The LEP had offered the services of their procured PR Consultancy, Be Bold PR, to the EZ at the LEP's expense. A draft Communications Strategy including a protocol for dealing with the media, had been circulated with the agenda. The importance of raising the profile of Skylon Park particularly internationally was stressed, at the same time as promoting successes locally. Going forward it was noted that there would be several trigger points for publicity during each development, and agreed to take the consultant's advice on this.</p> <p>The Board agreed to accept the LEP's offer on a 6-month initial trial basis. MP to follow up.</p>	MP
6. MANAGING DIRECTOR'S REPORT	
<p>a) Sales</p> <p>It was noted that there had been some changes to the Get It Group ownership structure which had resulted in some delays to the negotiations. The situation would be monitored and reported to the next Board meeting.</p> <p>Contracts for 3 sales were nearing completion, with good progress being made with 2 further investors.</p> <p>b) Marketing</p> <p><u>CM International Update</u></p> <p>Members noted the content of Keith Lawton's report on a recent meeting with CMI. The report contained a list of the latest leads generated by CMI. A total of 8 international leads had been generated, and a detailed bespoke proposition had been drawn up for each.</p> <p>CMI would be attending the next Board meeting for the annual review of their contract.</p> <p><u>Brochure</u></p> <p>NK reported that subject to obtaining a quote from the MD of Cargill, the brochure was ready to be printed.</p> <p><u>Website</u></p> <p>The website had been populated with useful information, and further design changes were awaited. A meeting was to be held with the designer to discuss future options.</p> <p><u>Events</u></p> <p>BJ had attended a LEP event in the House of Commons on 18 April.</p> <p>MP attending EZ project officer Network on 3 May.</p> <p>NK would be attending a Hereford Civic Society event.</p>	<p>NK</p> <p>DC MP</p> <p>MP</p> <p>NK</p>

<p>improvement and a 10% discount on electricity and heating costs to EZ investors.</p> <p>The Board agreed to support the proposal in principle but acknowledged that there were a number of steps to be taken including programme timing, securing funding for infrastructure and planning consent.</p> <p><u>Rail Connection</u> Work was being commissioned via the Council to look at rail freight opportunities/ options/ implications for the Zone.</p> <p><u>Eastern Link Road/New bridge</u> It was noted that the consultation period for the LDF had generated considerable debate around the merits of river crossings to the West and East. RP reported that Council Members were hopeful that the new A49/465 link road would be built by the end of 2016, subject to funding. This was a priority.</p> <p>It was agreed that both the A49/465 and Eastern Link Road should be included as future agenda items, and that the Board would maintain their support for both options.</p> <p><u>Small Unit Development Scheme : Use of ERDF</u> MP explained the time limited opportunity to build a small courtyard development (as a Masterplan exemplar) making use of ERDF funding and some of the approved £5m capital budget. This development would meet an established demand for small units of between 1,000 and 2,000 sq ft. The units would need to be built and grant claimed before the end of 2014. MP to write Cabinet report.</p>	<p style="text-align: center;">MP</p> <p style="text-align: center;">MP</p>
<p>8.ANY OTHER BUSINESS</p>	
<p><u>Resignation of Leader of Herefordshire Council</u> BJ had received a letter from Councillor John Jarvis advising of his resignation as Leader of the Council. BJ had responded on behalf of the Board, thanking him for his support and wishing him well for the future.</p> <p><u>Member's Board Meeting</u> It was agreed that the full Board should meet, preferably before the end of June.</p> <p><u>CLG visit</u> Noted that Cathy Francis from CLG would be visiting the EZ to meet the Chairman in the summer.</p>	<p style="text-align: center;">MP</p>
<p>9. DATE OF NEXT MEETING</p>	
<p>2.00pm on Tuesday 11 June 2013</p>	